

Nila.

FOR IMMEDIATE RELEASE

The Doula Who Built a Community for New Mothers Is Back — This Time for Menopause

Nila launched in May 2026: a free community, research hub, and care toolkit for perimenopause and menopause, with a verified practitioner directory, an educated AI guide who draws from vetted research rather than the open internet, brand partnerships, and a Premium tier, born from one woman's pattern of building the room she needed, twice.

VICTORIA, BC — In 2003, Erin Beattie had her first baby, fell into postpartum depression, and looked around to find there was nothing. No community, no shared language, no one else in her circle who'd been there yet. So, she built it: the Vancouver Island Doula - Collective, a hub for new mothers on Vancouver Island that grew to include a doula network, a website, a Facebook group, and La Leche League groups running out of her home. The Collective is no longer active, but the need is still there.

Twenty years later, Beattie is doing it again.

On May 5, she launched Nila (asknila.com)— a free digital platform offering evidence-graded research, symptom and mood tracking, a practitioner directory, and a quiet, well-moderated community for women navigating perimenopause and menopause, including those who arrive there the hard way. iOS and Android apps are available on May 25, 2026.

Beattie did. After years of perimenopause tangled with endometriosis, medication tipped her into chemical menopause overnight. Surgery followed. Three paths into the same room, and almost no map for any of them.

“Half the problem wasn't the practitioners. It was that I didn't know which kind to book, what to ask, or how to describe what I was feeling without sounding like I was making it up. You lose your sense of normal.”

— Erin Beattie, founder, Nila

What she had instead was screenshots — hundreds of them. A notes app full of half-questions for her doctor. A calendar stacked with appointments. One patient friend she asked the same things over and over, because brain fog kept eating the answers.

Nila is, as Beattie puts it, the place she wished she'd had open on her phone the whole time. At the centre of it is Nila, not a general AI chatbot pulling from the open internet, but an educated one. Nila draws exclusively from Nila's library of vetted, evidence-graded research — content the team has read, graded, and verified before it ever reaches a user. The result is a guide who speaks from what's been earned and checked, not from whatever the algorithm surfaces at 2am.

The platform launches as Canada's menopause conversation reaches a new urgency. BC Women's Hospital opened Western Canada's first Complex Menopause Clinic in 2025. BC began offering free public coverage of hormone replacement therapy in March 2026. Globally, an estimated 1.2 billion women will be in or past menopause by 2030 — navigating a landscape where the average time from first perimenopause symptoms to diagnosis is still 4.6 years.

Nila is built to close that gap. The platform offers:

- A library of research summarized in plain language, graded for evidence quality, and re-checked over time
- Symptom and mood tracking that stays private, with no data sold or shared
- A practitioner directory of verified, menopause-literate doctors, pelvic floor physiotherapists, dietitians, therapists, and naturopaths — searchable by region and modality, with a free base listing for any qualifying practitioner
- A moderated community built for substance, not performance
- Nila, an AI guide who draws exclusively from Nila's vetted research library — not the open internet — so every answer comes from work the editorial team has already read, graded, and verified
- Specific support for neurodivergent women and trans and non-binary people whose experiences of this stage are routinely overlooked

Nila is free to join, and the core experience — every symptom guide, the weekly check-in, community spaces, and a curated slice of research — stays free permanently. A Premium tier at CAD \$12.90 per month (or \$129 per year) unlocks the full research library, daily tracking with pattern history and doctor-ready exports, structured programs across 14 pillars including movement, nutrition, sleep, and supplements, members-only community rooms, and a private journal.

The platform is also open to brand partners, clinical researchers, and practitioners looking to reach a highly engaged, trust-led audience. Sponsorship opportunities — including sponsored research articles, goal-track and pathway presenting placements, brand spotlights, and affiliate programs across 18 content surfaces — are available with full FTC-compliant disclosure and strict editorial separation. Practitioner partnerships include both free verified directory listings and paid featured placements. Beattie has built the model to sustain editorial independence: counselling, treatments, identity, and crisis pages carry no sponsorship, ever.

“Everyone needs a Nila. Someone steady, well-read, and in your corner at 2am. If you don't have someone like that yet, I hope this is a start.”

The name Nila means moon — a nod to the lunar rhythm that mirrors the menstrual cycle, and to a tradition across South and Southeast Asian cultures where Nila is the auntie, the older sister, the one who’s been through it and tells you what no one else will.

Nila launches May 21, 2026, on web, with iOS and Android apps coming soon. The platform is free to join at asknila.com. Practitioners can apply for a free directory listing at asknila.com/practitioners/list. Partnership inquiries are open at asknila.com/partner.

About Nila

Nila is a community, research library, and care toolkit for perimenopause and menopause — naturally, surgically, or medically induced. At its centre is Nila, an AI guide who draws exclusively from Nila’s vetted, evidence-graded research library — not the open internet. Founded by Erin Beattie, a communicator, doula, and survivor based in Victoria, BC, Nila is built on editorial independence, evidence-graded content, and a privacy-first approach. Free to start. Premium at CAD \$12.90/month or \$129/year. asknila.com

For Practitioners

Menopause-literate doctors, specialists, pelvic floor physiotherapists, dietitians, naturopaths, therapists, and coaches may apply for a free verified listing in the Nila practitioner directory at asknila.com/practitioners/list.

For Brand and Research Partners

Nila is open to sponsorship inquiries from brands, clinical researchers, and aligned organizations. Partnership information and the full catalogue of 14 placement types is available at asknila.com/partner.

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